



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

New CONTRACT

| | | |
|--|--|--|
| <u>Contract / Revision</u> 500420 / | | <u>Alt Order #</u> 06399116 |
| <u>Product</u> SENATE MAJORITY PAC | | |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | | <u>Estimate #</u> 2280 |
| <u>Advertiser</u> Senate Majority PAC | | <u>Original Date / Revision</u> 10/26/12 / 10/26/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KVVU | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> TELEREP-PHIL |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 94 | <u>Product Code</u> 100 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---------------|-------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|----------|--------------------|
| N 1 | KVVU | 10/30/12 | 11/05/12 | Fox 5 News M-F 10p-11p | 10p-11p | | :30 | | | NM | 1 | \$4,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | | 1 | \$4,250.00 | | | |
| N 2 | KVVU | 10/30/12 | 11/05/12 | The Dr.Oz Show | 4-5p | | :30 | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | | 1 | \$900.00 | | | |
| N 3 | KVVU | 10/30/12 | 11/05/12 | Fox 5 News at 5 MF 530-6p | M-F 530-6p | | :30 | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | | 1 | \$1,250.00 | | | |
| N 4 | KVVU | 10/30/12 | 11/05/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | | :30 | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | | 1 | \$1,250.00 | | | |
| N 5 | KVVU | 10/30/12 | 11/05/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | | :30 | | | NM | 1 | \$1,225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | | 1 | \$1,225.00 | | | |
| N 6 | KVVU | 11/05/12 | 11/05/12 | Bones | Mon 8p-9p | | :30 | | | NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$7,500.00 | | | |
| N 7 | KVVU | 11/03/12 | 11/03/12 | FOX 5 News Sat 10-11p | 10-11p Sat | | :30 | | | NM | 1 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----1- | | | | 1 | \$2,100.00 | | | |
| Totals | | | | | | | | | | | 7 | \$18,475.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/05/12 | 7 | \$18,475.00 | \$15,703.75 |
| Totals | 7 | \$18,475.00 | \$15,703.75 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

OCT26/12 18.56

| | | | | | | | | |
|---|-----------|----|----------|-------|------|---|---------|----|
| 2 | 200E-300P | 30 | \$650.00 | 10/30 | 11/5 | 0 | FD-E, M | CO |
|---|-----------|----|----------|-------|------|---|---------|----|

REP HEADLINE# 6399116
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT26/12 18.56
*** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-------|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
| : | LINE# | : | : | : | : | : | DATE | DATE | /WK | INVT | : | SPTS: |

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|----------|-------|------|---|--|--------|---|
| 3 | | | 400P-500P | 30 | | \$900.00 | 10/30 | 11/5 | 1 | | TU-F,M | 1 |
|---|--|--|-----------|----|--|----------|-------|------|---|--|--------|---|

PROGRAM : DR OZ
CON COM1: DR OZ

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|-----------------------|-------|------|---|--|--------|---|
| 4 | | | 500P-530P | 30 | | \$1,400.00 | 10/30 | 11/5 | 0 | | TU-F,M | 0 |
|---|--|--|-----------|----|--|-----------------------|-------|------|---|--|--------|---|

PROGRAM : FOX 5 NEWS AT 5PM
CON COM1: FOX 5 NEWS AT 5PM

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|------------|-------|------|---|--|--------|---|
| 5 | | | 530P-600P | 30 | | \$1,250.00 | 10/30 | 11/5 | 1 | | TU-F,M | 1 |
|---|--|--|-----------|----|--|------------|-------|------|---|--|--------|---|

PROGRAM : FOX 5 NEWS AT 530PM
CON COM1: FOX 5 NEWS AT 530PM

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|------------|-------|------|---|--|--------|---|
| 6 | | | 600A-700A | 30 | | \$1,250.00 | 10/30 | 11/5 | 1 | | TU-F,M | 1 |
|---|--|--|-----------|----|--|------------|-------|------|---|--|--------|---|

PROGRAM : FOX5 NEWS 6A
CON COM1: FOX5 NEWS 6A

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|------------|-------|------|---|--|--------|---|
| 7 | | | 700A-900A | 30 | | \$1,225.00 | 10/30 | 11/5 | 1 | | TU-F,M | 1 |
|---|--|--|-----------|----|--|------------|-------|------|---|--|--------|---|

PROGRAM : FOX5 MORNING NEWS
CON COM1: FOX5 MORNING NEWS

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|------------|------|------|---|--|-----|---|
| 8 | | | 800P-900P | 30 | | \$7,500.00 | 11/5 | 11/5 | 1 | | MON | 1 |
|---|--|--|-----------|----|--|------------|------|------|---|--|-----|---|

PROGRAM : BONES
CON COM1: BONES

| | | | | | | | | | | | | |
|---|--|--|-------------|----|--|------------|------|------|---|--|-----|---|
| 9 | | | 1000P-1100P | 30 | | \$2,100.00 | 11/3 | 11/3 | 1 | | SAT | 1 |
|---|--|--|-------------|----|--|------------|------|------|---|--|-----|---|

PROGRAM : FOX 5 NEWS AT 10PM SAT
CON COM1: FOX 5 NEWS AT 10PM SAT

NOV/12 18475.00

CONTRACT TOTAL 18475.00
TOTAL SPOTS 7

MARKET TOTALS \$116,911 KVVU 17% KSNV 20% KLAS 31% KTNV 27% KVMY 3% KVCW 2% CABL 0%
KTUD 0%

SHARES EST

SVC- NSI
DEMOS- RA35+*